

We Claim:

1. A method of custom sweetening a pharmaceutical dosage form, comprising providing a consumer with a) a pharmaceutical dosage form, and b) a customization agent comprising a sweetening agent, said customization agent being physically and chemically compatible with said dosage form, such that the consumer may combine said customization agent with said dosage form to make a customized dosage form.
2. The method of claim 1, wherein said dosage form is a liquid selected from the group consisting of syrups, suspensions, solutions, and emulsions.
3. The method of claim 1, wherein said customization agent is a solid selected from the group consisting of particles, flakes, crystals, powders, agglomerates, beads, strips, fibers, films, tablets, and capsules.
4. The method of claim 1, wherein said dosage form has a sweetness index less than about 0.6, and the addition of said customization agent increases the sweetness index of the customized dosage form to at least about 0.9.
5. The method of claim 4, wherein the dosage form is substantially free of the sweetening agent prior to addition of the sweetening agent.
6. The method of claim 4, wherein upon combining of said customization agent with said dosage form, said dosage form is imparted with a sweetness index of at least about 1.0.
7. The method of claim 1, further comprising providing the consumer with instructions for combining said customization agent with said dosage form, wherein said instructions direct the consumer to combine said customization agent with a unit dose of said dosage form.

8. The method of claim 1, wherein said dosage form is an over-the-counter product.
9. A method of custom flavoring a liquid pharmaceutical dosage form, comprising providing a consumer with a) a liquid pharmaceutical dosage form comprising a first flavoring agent, and b) a customization agent comprising a second flavoring agent, said customization agent being physically and chemically compatible with said dosage form, such that the consumer may combine said customization agent with said pharmaceutical dosage form to make a customized dosage form.
10. The method of claim 9, wherein the first and second flavoring agents impart different flavors to the dosage form.
11. The method of claim 10, wherein said customized dosage form upon ingestion delivers the first and second flavors sequentially.
12. The method of claim 10 wherein said customized dosage form upon ingestion delivers the first flavor, followed by a combination of the first and second flavors, followed by the second flavor.
13. The method of claim 10, wherein upon combining of said customization agent with said dosage form, said customized dosage form, upon ingestion, delivers a combination of the first and second flavors, followed by substantially only the second flavor.
14. The method of claim 11, wherein said customized dosage form is capable upon administration of imparting the first flavor before swallowing said dosage form, and imparting the second flavor after swallowing the customized dosage form.
15. The method of claim 9, wherein said dosage form is selected from the group consisting of syrups, suspensions, solutions, and emulsions.

16. The method of claim 9, wherein said customization agent further comprises one or more sensation agents.
17. The method of claim 9, wherein said customization agent is a solid selected from the group consisting of particles, flakes, crystals, powders, agglomerates, beads, strips, fibers, films, tablets, and capsules.
18. The method of claim 17, wherein said customization agent is a flaked film, and said flaked film further comprises one or more coloring agents.
19. The method of claim 9, further comprising providing the consumer with instructions for combining said customization agent with said dosage form.
20. The method of claim 9, wherein said dosage form is an over-the-counter product.
21. The method of claim 19, wherein said instructions direct the consumer to combine said customization agent with a unit dose of said dosage form.
22. The method of claim 19, wherein said instructions direct the consumer to combine said customization agent with said dosage form within about 30 minutes prior to administration of said customized dosage form.
23. The method of claim 19, wherein said instructions direct the consumer to add said customization agent by sprinkling on top of a measured dose of said dosage form.
24. A kit comprising a) a first container containing one or more pharmaceutical dosage forms; and b) a second container containing one or more customization agents that are physically and chemically compatible with said dosage forms.
25. The kit of claim 24, wherein the first container is a bottle, pouch, unit dose cup, or bulk container containing a plurality of unit dose containers.

26. The kit of claim 24, wherein the second container is a pouch, blister, straw, matchbook, or a bulk container containing a plurality of unit dose containers.
27. The kit of claim 24, further comprising a third container comprising an additional quantity of the same dosage form as that contained in the first container.
28. The kit of claim 24, further comprising a third container comprising an additional quantity of a different dosage form from that contained in the first container.
29. The kit of claim 24, wherein the second container contains a plurality of different customization agents.
30. The kit of claim 24, wherein the customization agents comprise sweetening agents, flavoring agents, flavor modifiers, sensation agents, coloring agents, texturizing agents, and mixtures thereof.
31. The kit of claim 24 further comprising instructions for combining said dosage forms with said customization agents by a consumer.
32. The kit of claim 24, wherein said dosage forms are liquid dosage forms selected from the group consisting of syrups, suspensions, solutions, and emulsions.
33. The kit of claim 24, wherein said dosage forms are over-the-counter products.
34. The kit of claim 29, wherein said second container is a resealable pouch containing a plurality of individual unit doses of customization agent.